



Campus Media Inc 165 West 46 Street New York 10036 NY Area 212 245-0950

2 February 1971

Mr. Jeffrey Harris
The Ivy Network Corporation
242-A Yale Station
New Haven Connecticut 06520

Dear Jeff,

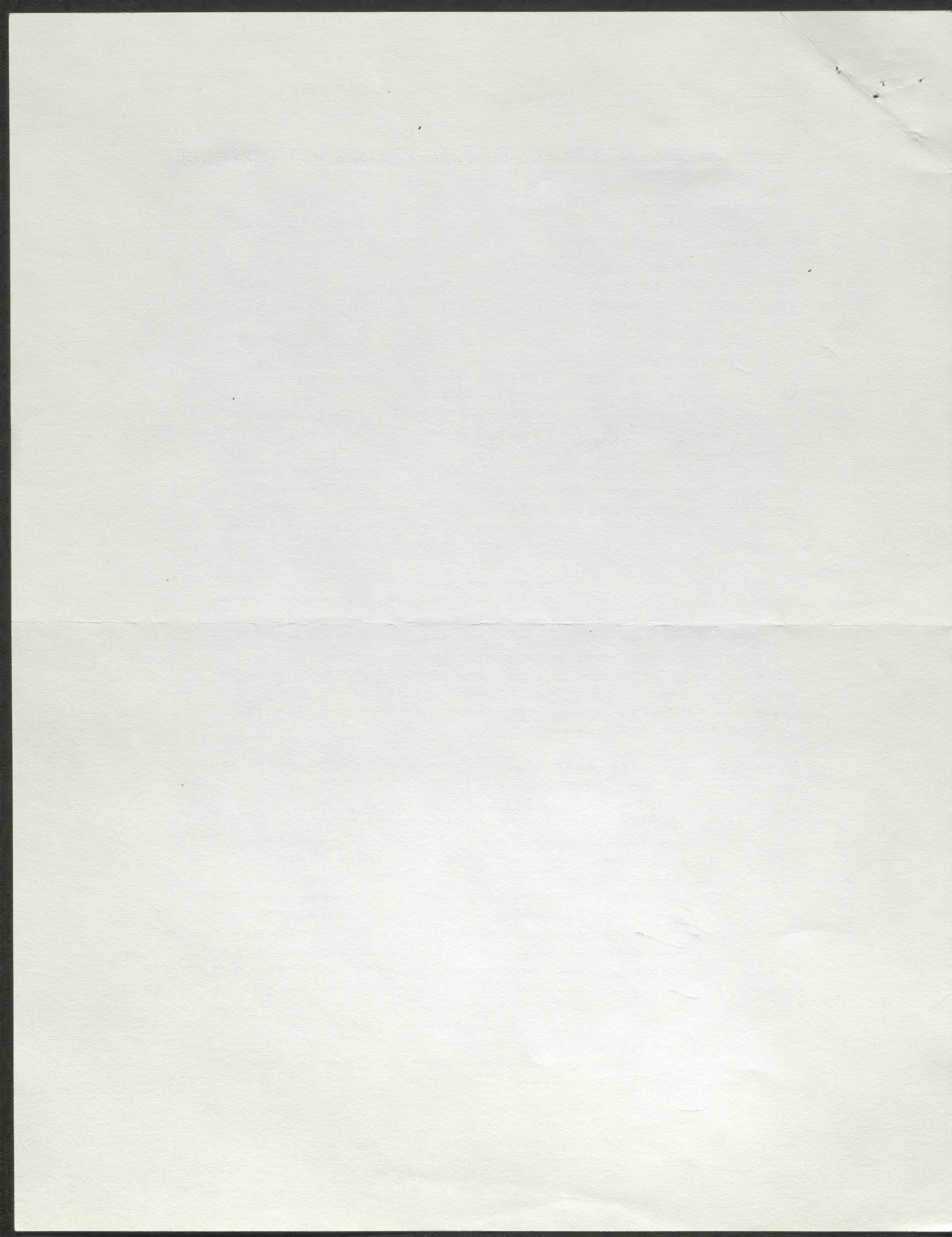
This whole thing with affidavits and the like from the Ivy stations is really getting out of hand; it's costing us money due to delayed billing and it's even more importantly displeasing our clients. We sent delinquency notices both to your office and to the late stations January 6th and did receive some of the late papers from you. We have not, however, received a total of 9 affidavits from you or your stations; some of those 9 are as much as two months overdue.

I think that we've been as patient as can reasonably be expected on the subject of the affidavits and that there must be some way to get these returns more quickly from you. Whether the lateness of these affidavits and other paperwork is due to your office or to the individual stations involved really does not concern us; what does bother us is that we are unable to close out several accounts due to tardiness on the part of Ivy.

Following is a list of the still unreceived affidavits from various Ivy stations:

WHRB: *notice sent that this was not accepted*
Catch-22, affidavit due 11/10
Original amount due: \$83.20, payable now: \$62.40
Ampex Records, affidavit due 11/10
Original amount due: \$99.84, payable now: \$74.88
Allegheny Airlines #1, affidavit due 12/10
Original amount due: \$159.20, payable now: \$119.40
Dick Fischer Sporting Goods, affidavit due 1/10
Original amount due: \$228.00, payable now: \$171.00
Allegheny Airlines #2, affidavit due 1/10
Original amount due: \$139.30, payable now: \$111.44

WYBC: Catch-22, affidavit due 11/10
Original amount due: \$83.20, payable now: \$62.40
Allegheny Airlines #2, affidavit due 1/10
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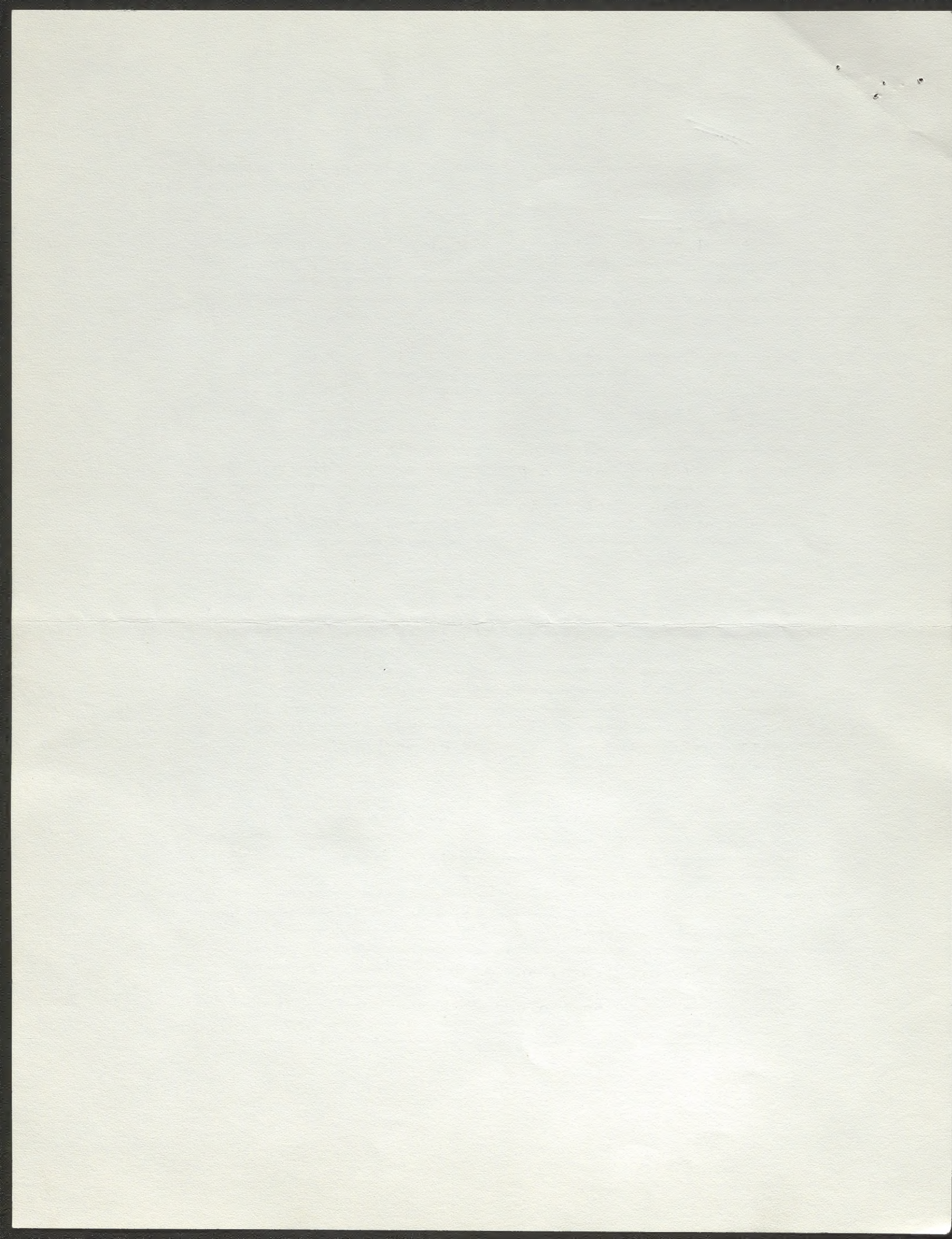
billed now —

The total amount originally due Ivy for the above mentioned spots was \$1,154.54; we will pay a total of \$886.80 for those spots upon receipt of the affidavits if those affidavits are received in our office by February 10, 1971.

Granted that even though Campus Media Inc. may not be providing the Ivy Network with a majority of its sales income, I have yet to find a business operation that is willing to give away money earned to the extent that your office does so. We have been contacted by several of your stations over the past few weeks asking why they haven't received payment from you for accounts ordered by us. The only answer that we can make to these stations is that we haven't been paid by the client due to lateness in receipt of affidavits from your office or to tell the station when payment was made to your office.

Campus Media Inc. has decided that we will make no further monetary payments of any kind to the Ivy Network until this lateness is cleared up. We simply cannot afford to appease your demands and make our other stations suffer when you do nothing to fulfill your side of our representation bargain. Indeed, there is no written contract between us but until this point, we have felt that our relationship could easily be carried out by means of an unwritten "gentlemen's" agreement.

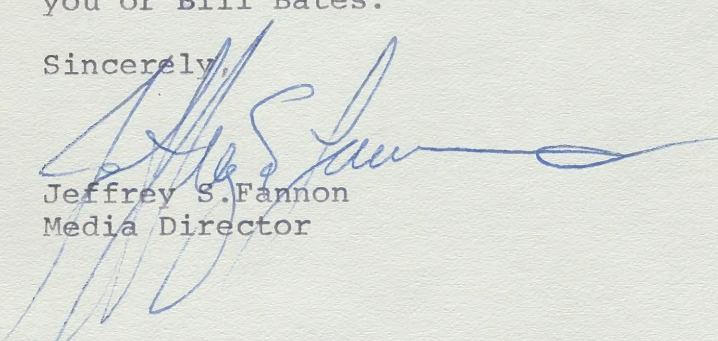
One last point -- it seems to us that common courtesy would dictate that a station/group of stations (in this case, Ivy) would inform its national representative that it has appointed another rep to service a market previously handled by the original rep. I can't tell you how happy we were to see that you've appointed Bob Dore's Student Media as your Chicago representative. I have only two requests (perhaps I should say demands because that's what they really are): one, any account that we generate for your stations out of Chicago must remain our account and must not be poached or otherwise interfered with by Dore; and two, Dore must not have permission to offer deals to prospective clients



off your printed rate card as it appears in Standard Rate and Data unless we receive that same permission and have any and all sales we make accepted by your office.

As I'm sure I will, I look forward to hearing from you or Bill Bates.

Sincerely,



Jeffrey S. Fannon
Media Director

JSF/pjb

